

QHAWEKAZI STYLES_COLLECTION

www.qhawekazi.com

sam@qhawekazi.com

Qhawekazi_Collection on Instagram

Qhawekazi Store on Facebook

073 371 6584

Qhawekazi Garments available @ The Pavilion Social Gallery in Durban, Ba'hle Boutique in East London & Shop 20A, 12 Chief Albert Luthuli Road, (Commercial) Pietermaritzburg, KwaZulu Natal, South Africa

Samukelisiwe Khanyile, born in Bergville, Bethany Village is the owner of Qhawekazi Styles Collection, which is a clothing brand started in July 2017. Samke inherited her entrepreneurial spirit from her mother, MaNkosi who gave her the vision of multiplying cash. She started selling in her high-school days and has sold many other products as a "side-hustle".

Qhawekazi started as "side-hustle" turned into formal business. As an

entrepreneur, Samke initially focused on sourcing dresses of all occasions from various suppliers and selling them to clients.

In October 2017, after discovering that her plus sized customers were frustrated at the lack of variety for their body types in stores, she started sourcing materials to produce her very own collection.

The company was formally registered a year later while she

sold from her home, the boot of her car and in Pop Up stalls at various Trade platforms /Pop Up Stalls such as: Africa Tourism Indaba, Durban Fashion Fair, Durban Fashion Fair

Fair, Chilla Nathi (PMB), BrownSense (JHB), I Heart Market, and Shongweni Farmers' Market to mention just a few. Samke's resilient spirit and

THE NAME QHAWEKAZI
IS OF AFRICAN ORIGIN AND
MEANS "HEROIN OR
VICTRESS" IN ISIZULU AND
"QUEEN" IN XHOSA.

commitment for excellence in all she does has led to continued growth in the business. The business graduated from selling from home, to a small shop in a salon and now we occupy our own retail space at the Parklane Centre in Pietermaritzburg which is our main branch. Qhawekazi has expanded to two more cities: Durban and East London, our ready to wear collection rails are available at: Pavilion Social Gallery under Vittoria & Co umbrella; and Ba'hle Clothing in Vincent Road East London.



The fashion house is committed to its purpose of providing unique and timeless clothing to its clientele, quality and good workmanship is never compromised. The garments designed serve as everyday wear, corporate, modern traditional weddings and ethnic attire, matric dances and for special occasions.

Our collection is proudly South African and our fabrics are sourced locally. We dress dynamic women in the working class that love unique pieces, and clients are also afforded an opportunity to tailor fits. The fashion house also accommodates custom orders and produces men's and kiddies' garments on request.

In September 2019, the fashion house was appointed by the Drakensburg Extravaganza to coordinate the Fashion and Film meets Tourism Programme: coaching aspiring designers on developing their craft. What excited us mostly the most, is the opportunity we had to empower, most of the participant were females, young and old. Through such endeavors, Qhawekazi provided the platform and resources for participants to harness various skills necessary in the fashion industry and to gain relevant experience.

In April 2022 our Production Studio which was established with SAB Foundation Tholoane

Enterprise Programme Grant funding. Ongoing mentorship, coaching and training received from the SAB Tholoane programme coordinated by FETOLA has improve the business in many aspects. Upon graduation from the programme, Qhawekazi won an Entrepreneurial Award for "diversifying the focus of business during covid 19 and showing resilience and courage as we took on new challenges and conquered them effortlessly". The brand secured retail space at the Parklane Centre in June 2020, a space that accommodate both studio for our garment production and shop.

During the Covid 19 pandemic the business took a positive turn. The business produced cloth masks to meet the needs of the market. Our product offering has also been extended to production of fashionable medical scrubs. During the height of the national lockdown, when many were retrenching their employees, the business created more than 20 casual jobs.

Additional Highlights

Showcasing our garments at the Drakensburg Extravaganza Fashion Show in November 2018 and 2019;
Showcasing at the Msunduzi Youth Expo June 2018;
Received Operation Vula Grant Funding 2021: funds used to upgrade current retail space at the Parklane Centre and purchase some machinery in

preparation for Qhawekazi DBN Branch;

Showcasing

Proudly SA Certified since April 2022;

Showcasing the East meets west Pavilion Bridal Fair in May 2022;

Qhawekazi Clothing Brand a case study for Business Administration DUT students in DBN and PMB campuses;
Qhawekazi contributes to employment in the South African textile industry, currently a team of 10 – 1 Director, 2 sales assistants and 7 tailors.

PMB Chamber Global Export Accelerator Programme

As a business we are excited to have been accepted to be part of this programme and we've learned so many business skills and strategies, although we are not yet ready to export. The invaluable lessons learned have assisted improve our business processes.

Vision for the future

Going forward, the vision for Qhawekazi is to duplicate the current business model in other cities or strategic locations. The brand also intends to expand the product offering to ready-to-wear garments for the whole family. As a business, the dream is to expand local and internationally.

Our excellent customer service, exceptional quality and professionalism is what keeps our customers happy and continuously supporting the brand.